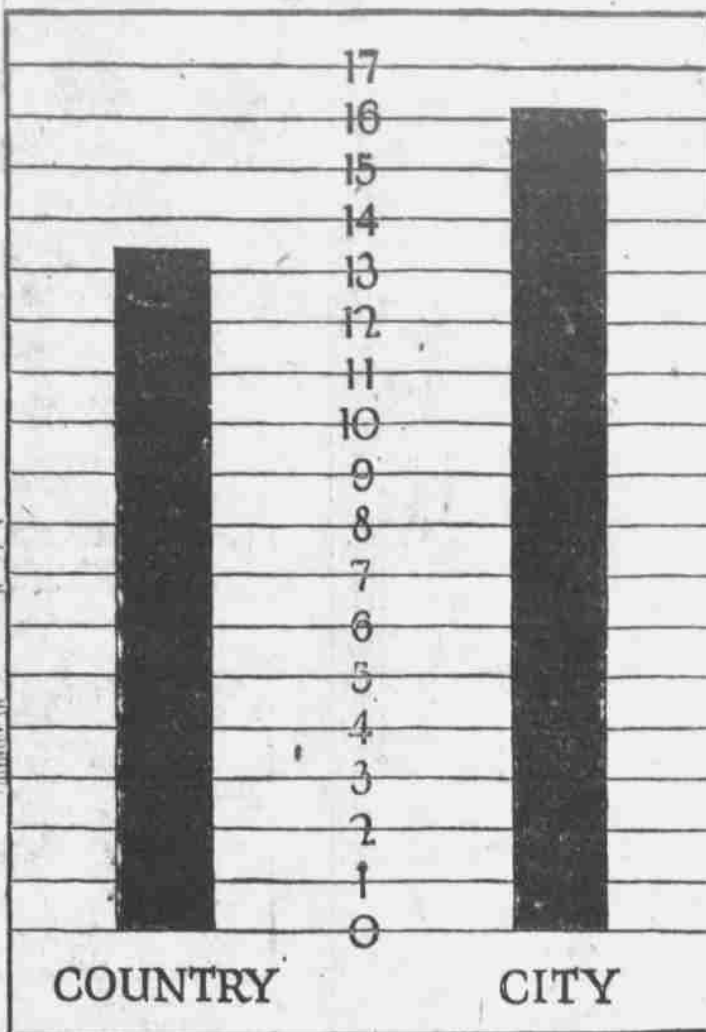




On country roads the yielding earth cushions your feet against the jars of walking



According to figures for the latest five year period covered by the last census, the death rate in cities is 21.6% greater than in the country districts. The figures show 15.3 deaths per thousand in cities; 13.4 per thousand in the country.



On the hard, modern pavements of cities, every step on hard leather heels is pounding away your energy

Are you exposing yourself to the danger of "city diseases"?



CERTAIN diseases are so prevalent in cities that doctors call them "city diseases."

Tuberculosis, Bright's disease, heart trouble are ailments known to be common among people who live in cities.

In the last five year period covered by census figures, the death rate in cities is shown to be higher than in country districts by 21 per cent.

These conditions are due largely to the manner in which city people live. The average city worker spends at least five-sixths of his time indoors. If he is out-of-doors more than four hours in every twenty-four, he can count himself fortunate.

The city worker seldom walks. He travels from home to business in crowded cars or trains. He works all day stooped over a desk, a machine or a counter. Indeed, medical men state that the average city worker uses no more than a third of his lung capacity—that about 400 muscles of his body have actually become weakened through disuse.

Is it any wonder that we are susceptible to countless ailments; is it any wonder that the city death rate is so high under these conditions of living?

Walking, the one great exercise which every man should enjoy, has become a burden. Too

often it contributes directly to that over-fatigued condition which makes the city dweller an easy prey to illness.

In his usual routine the average city worker takes 8,000 steps a day, on hard, modern floors and pavements. If you wear nail-studded leather heels you give your body 8,000 jolts and jars a day—for every step with hard heels on still harder pavements acts as a hammer blow to your entire nervous system. The constant repetition of these shocks exhausts your energy, helps to bring on over-fatigue, with its ever-present threat of serious illness.

Yet walking on hard pavements need not be any more fatiguing than walking on turf. Walking can easily be made a pleasure and a benefit.

Modern pavements are built for modern traffic. You can't bring back the yielding dirt streets of many years ago—the streets for which leather heels were made, but you can cushion your feet against the jolts and jars that make walking a burden. You can replace hard, old-fashioned heels with O'Sullivan's Heels of live, springy rubber.

What gives a rubber heel "life"

It is not just the rubber that gives O'Sullivan's

Heels their springiness and wearing qualities.

Rubber, as you know, can be made hard and brittle as in fountain pens or soft and crumbly as in pencil erasers. To secure the resiliency and durability of O'Sullivan's Heels, the highest grades of rubber are "compounded" with the best toughening agents known. The "compound" is then "cured" or baked under high pressure.

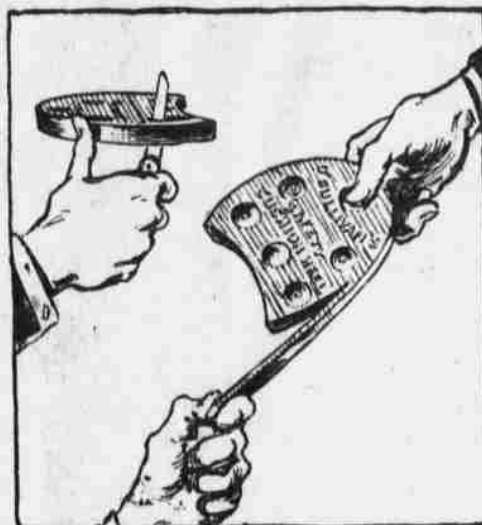
By this special process the greatest resiliency is combined with the utmost durability.

It is this special process that has, since the making of the first rubber heel, established O'Sullivan's Heels as the standard of rubber heel quality.

Guaranteed to outlast any other heels

O'Sullivan's Heels are guaranteed to wear twice as long as ordinary rubber heels; and will outlast three pairs of leather heels.

Go to your shoe repairer today and have O'Sullivan's Heels put on your shoes. O'Sullivan's Heels are furnished in black, white or tan; for men, women and children. Specify O'Sullivan's Heels, and be sure that you get O'Sullivan's—avoid the disappointment of substitutes.



If an O'Sullivan Heel is cut along the side so that a thin strip of rubber is left attached at one end, that strip will have great elasticity—it can be stretched several inches. With an ordinary rubber heel the material snaps in two before it has stretched to any great degree. This test proves the remarkable resiliency and durability of O'Sullivan's Heels.



One out of every four persons in greater New York wears O'Sullivan's Heels. Fully a quarter of New York's vast population finds that O'Sullivan's Heels prevent over-fatigue from the jolts and jars of walking.



O'Sullivan's Heels

Absorb the shocks that tire you out

When you try your first O'Sullivan's Heels, note their great resiliency. It is this resiliency that prevents you from pounding away your energy